



Translation as a means of intercultural collaboration

Перевод как средство межкультурного взаимодействия

Tongue twisters

1. I have got a date at a quarter to eight; I'll see you at the gate, so don't be late
2. Flash message
3. Red lorry, yellow lorry
4. Stupid superstition
5. A big black bear sat on a big black rug
6. Peter Piper picked a peck of pickled peppers
A peck of pickled peppers Peter Piper picked
If Peter Piper picked a peck of pickled peppers
Where's the peck of pickled peppers Peter Piper picked?



A professional interpreter is able to translate in any situation





Lesson plan

PART 1

1. Check our home work and discuss findings
2. Using homework findings try to figure out the existing translation techniques in general
3. The beginning of the translation process.

Is there an initial unit of translation?

Brainstorm: Knowledge and skills set of a translator

What is good and what is bad in translating.

PART 2

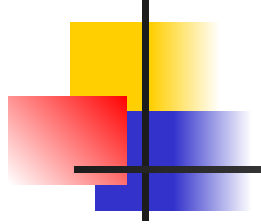
4. Science of language/linguistics (языкознание). Does it matter?

Brainstorm: Translator – does it sound proud?

PART 3

5. Lexical means/techniques of translation

Brainstorm: a translator is a servant of all the Lords?



PART 1



Home work tasks

- Revise the previous lesson
- Perform your projects
- Discuss the process
- Exchange experience
- Define the unit of the translation



Literal Translation vs. Free Translation

- Two main methods of translation
- Free translation - rendering the **sense** of a source document
- Literal translation - rendering as closely as possible the **wording, structure, and grammar** of a source document



What parts do you start with when translating?

'And then there's the Butterfly,' Alice went on...

'Crawling at your feet/ said the Gnat (Alice drew her feet back in some alarm), 'you

may observe a Bread-and-butter-fly. Its wings are thin slices of bread-and-butter, its

body is a crust, and its head is a lump of sugar.'

'And what does it live on?'

'Weak tea with cream in it.'

A new difficulty came into Alice's head. 'Supposing it couldn't find any?' She suggested.

'Then it would die, of course.'

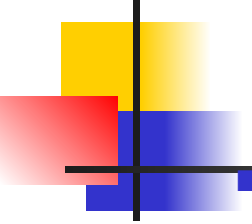
'But that must happen very often,' Alice remarked thoughtfully.

'It always happens,' said the Gnat.



Unit of translation

- Shuttleworth and Cowie (1997) define it as: "a term used to refer to the linguistic level at which ST is recodified in TL" (p. 192).
- ST. Barkhudarov (1993) defines a UT as "the smallest unit of SL which has an equivalent in TL" (as cited in Shuttleworth and Cowie, 1997, p. 192).

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- A translator working with the sentence as the translation unit would need to pay particular care to preserving the features of the STs.
 - Newmark considers paragraph and text as higher units of translation.
 - The TT must perform the purpose

E.g.:

- advertisement, poetry : translated at the level of text (or culture)
- Medicines & foodstuffs : must carry instructions and warning notices



Summary

- □The unit of translation : the linguistic unit which the translator uses when translating.
- □Individual word and group □ clause & sentence □ text & intertextual levels.
- □Newmark : all lengths of language can be used as units of translation in the course of translation activity. The function of the whole texts and references to extratextual features is also important.

Knowledge and set of skills of a translator/interpreter





PART 2

Linguistics.

Why does it
matter?

Linguistics

- Linguistics can be defined as **the scientific or systematic study of language**. It is a science in the sense that it scientifically studies the rules, systems and principles of human languages.



Linguistics has two main purposes

- One is that it studies the nature of language and tries to establish a theory of language and describes languages in the light of the theory established.
- The other is that it examines all the forms of language in general and seeks a scientific understanding of the ways in which it is organized to fulfill the needs it serves and the functions it performs in human life.



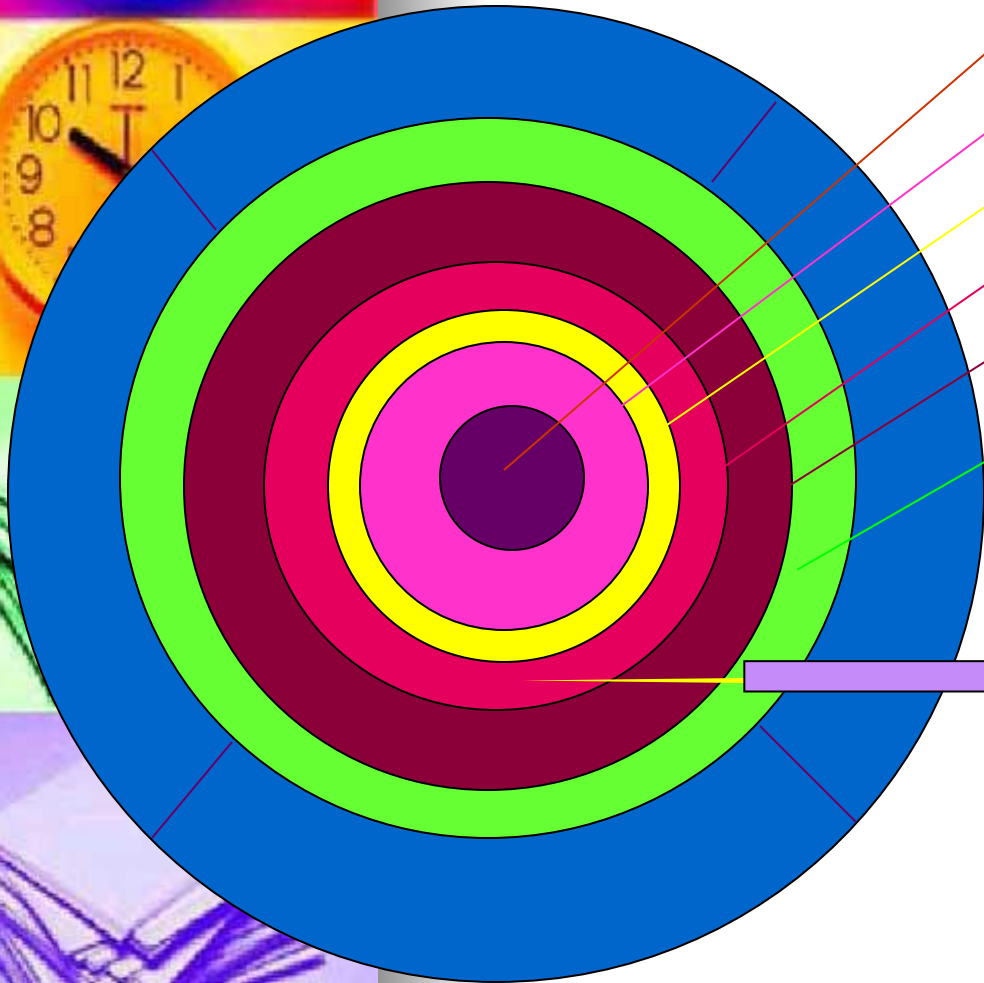
AI LINGUISTICS

■ Main branches of linguistics

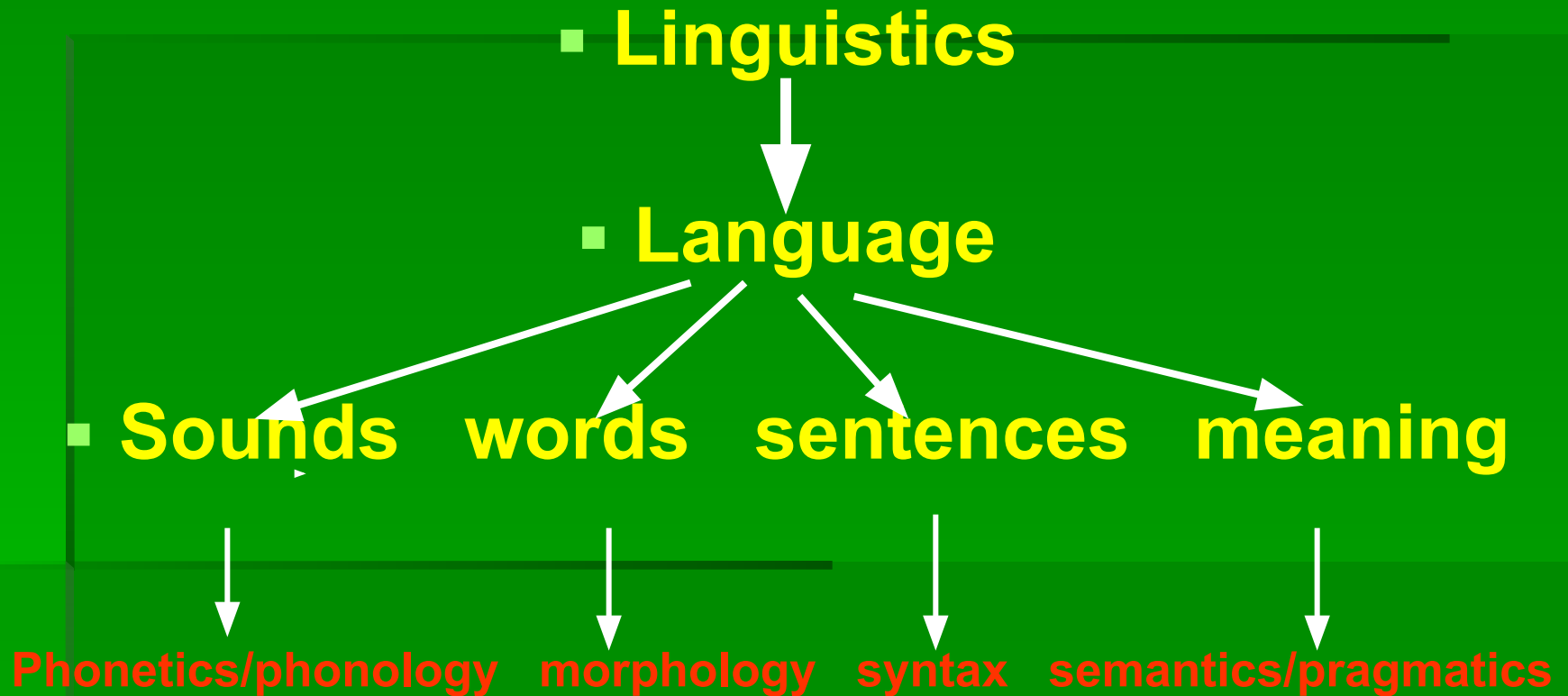
- Phonetics
- Phonology
- Morphology
- Syntax
- Semantics
- Pragmatics

Macrolinguistics

- Psycholinguistics
- Sociolinguistics
- Anthropological
- Computational



Core branches of Linguistics



Macrolinguistics

(Peripheral branches)

- **Psycholinguistics:**
Language + psychology
- **Sociolinguistics:**
Language + society
- **Anthropological linguistics:**
Language + anthropology
- **Computational linguistics:**
Language + computer

Translation techniques levels

- Lexical
- Grammatical
- Stylistic





Translator.
Does it sound proud?



PART 3

Lexical translation techniques



Translation Techniques

one of numerous interpretations

Direct Translation Techniques

are used when structural and conceptual elements of the source language can be transposed into the target language. Direct translation techniques include:

- **Transliteration** occurs when the translator transcribes the SL characters or sounds in the TL (Bayar, 2007). This procedure refers to the conversion of foreign letters into the letters of the TL. It is commonly used to deal with nouns that do not have equivalents in the TLT or to preserve the local color of the SLT.

- **International variants:**

https://en.wikipedia.org/wiki/Romanization_of_Russian

Transliteration vs transcription

<http://dressedbread.com/transcription-and-transliteration/>

Бруке или Бруце

Виллис

TRANSLITERATION is concerned primarily with accurately representing the *graphemes* of another script

Брюс Уиллис... Уиллис...

TRANSCRIPTION is concerned primarily with representing its *phonemes*

SAUSAGE – > СОСИДЖ **transcription**

SAUSAGE – > САУСАҒЕ **transliteration**

Уолт Дисней

Ватсон OR Уотсон?

Шакеспеаре

Calque (loan phrase translation)

- The term 'calque,' or 'Through-Translation' as Newmark (1988) [4] called it, refers to the case where the translator imitates in his translation the structure or manner of expression of the ST.
- European Cultural Convention, Convention culturelle européenne; and study group, group d'étude





- **Borrowing** (taking of words directly from one language into another)
- **Literal Translation** (word-for-word translation)
- **Oblique Translation Techniques**
 - Transposition
 - Modulation
 - Reformulation or Equivalence
 - Adaptation
 - Compensation



- Narrowing of the meaning
- Broadening of the meaning
- Emphasizing or neutralization
- Description
- Translator commentary

Phraseological unit

- **A *Phraseological unit (PU)*** can be defined as a non-motivated word-group that cannot be freely made up in speech, but is reproduced as a ready-made unit.
- It is a group of words whose meaning cannot be deduced by examining the meaning of the constituent lexemes.

A dark horse

a person about whom no one knows anything definite.

A bull in a china shop

a clumsy person

A white elephant

a waste of money because it is completely useless

The green-eyed monster

jealousy, the image being drawn from Othello



Translation difficulties:

1. Identify the Phraseological Unit (PU)
2. If there is some misconception – think about the possible use of PU
3. PU can have several levels/meanings

e.g. to come through with flying colours





Misconceptions:

“Dead-eye Dick” – Одноглазый Дик



“The Underdog” – Собака, которая не лает



Analyze the PU from the point of view of:

Style

Cultural background (Ceasar’s wife/Rome was not built in a day)



Similarity of some PUs



- My metaphor for translation has always been that translation is really a performance art. You take the original and try to perform it, really, in a different medium. Part of that is about interpretation and what you think the author's voice really is.

Ken Liu